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Order Now
to Avoid
Disappointment



FRANCIS XAVIER HILLENMEYER
FOUNDER

PLANT ROSES This Spring

Enjoy the Solace of Your Garden



OF FAIR DEALING

Substitutions
When sold out in a variety we would like the privilege, and will substitute kinds of equal merit and value, unless instructed otherwise. We list many fine varieties and this will usually enable us to fill your order completely. THANKS.

Editor McFarland

NEVER has there been a time when America needed to get closer to Mother Earth than now. Other than vegetables and fruits you need that inspiration that only a Rose can give. From early June until frost their endless popularity of color, fragrance and form, enhance the inmost recesses of our souls to give courage and perseverance to carry out the sacred task which is before us.

Many Roses which succeed in the North and other parts of the country do not do so well in Kentucky. Almost every Rose listed has been tested on our grounds and proved satisfactory and dependable. We have discarded or do not carry many which will be described favorably in other lists. Why spend money and time on doubtful kinds when you can buy our proved Roses? If properly sprayed and cultivated during

summer, protected over winter, you will find a planting of Roses one of the most satisfactory expenditures for your garden.

There are more than 2000 Roses in general cultivation, and to list any large percentage of these would be out of the question. The list which follows is the result of our tests and represents the "Cream of the Crop." Plant any of them with confidence.

QUALITY PLANTS. The price of a Rose, like any other article, does not determine its value. Hillemeier Roses are strong, with good roots, true to name, properly grown (which includes cultivation, spraying and understock), ripened by Nature, handled so they are not devitalized by exposure and are free of leaf-diseases. HILLEMEYER ROSES GROW AND BLOOM BETTER—WE KNOW IT.

Tried and Tested Rose Group

This group contains the very best standard kinds and any selections made from it will please.

PINK

BETTY UPRICHARD. Two-toned-copper-red buds, opening into semi-double salmon-pink blossoms. Fragrant. An outstanding variety.

EDITH NELLIE PERKINS. One of the best. Long, pointed buds of cream, orange and pink, overspread with gold flush. Very prolific flowering, strong grower. Mildly fragrant.

EDITOR McFARLAND. We think this the finest deep pink garden Rose grown today. Its pointed buds on nice long cutting stems last longer and retain their form wonderfully well. Plants healthy and bloom freely.

MRS. CHARLES BELL. A beautiful shell-pink sport of the well known Radiance. Vigorous, healthy and should be in every Rose garden.

PICTURE. Splendidly formed, medium sized flowers of velvety rose-pink, the petals pleasingly reflexed. Well named, as both form and color are very lovely. A fine cutting Rose; unusually free blooming.

PINK DAWN. A fine deep rose-pink flower opening to a lovely pink with an orange base; sweetly fragrant. Strong, upright grower with all of the good qualities of the Radiance.

RADIANCE. Globular, cupped flowers of two-toned pink, light silvery tone on the inside and deeper on the outside. Vigorous and free blooming. Deliciously fragrant. The standard pink Rose of the world.

THE DOCTOR. Beautiful glowing silvery pink with satiny edges. Extra large bud and blossom which is delightfully fragrant. One of our favorites.

YELLOW

GOLDEN DAWN. Large, double flowers of lemon-yellow, nicely formed and deliciously fragrant. Spreading plants with attractive disease-resistant foliage.

MCGREGG'S YELLOW. Unfading canary-yellow flower of excellent form with a mass of gold anthers beautifying the center of the flower. Vigorous bush with dark green foliage. Strongly fragrant.

MRS. E. P. THOM. A superior yellow Rose with long, beautifully shaped buds, opening to pure, unfading, yellow flowers of fine form. Vigorous and prolific bloomer.

MRS. PIERRE S. DUPONT. Nicely formed buds and double flowers of rich reddish gold, almost orange in the depths of the petals. Spicy fragrance. Foliage is ornamental, healthy and disease-resistant. Recommended highly.

SOEUR THERESE. Semi-double, cupped flowers of golden yellow. Buds long pointed with markings of carmine. Sweetbrier fragrance. Good foliage, strong grower and one of our finest yellow Roses.

WHITE

CALEDONIA. Purest white, perfectly formed buds on strong stems, opening to large flowers that retain their form until petals fall. No white Rose can surpass this perfect variety.

K. A. VICTORIA. Creamy buds and perfect, snow-white blossoms tinted lemon-yellow at center; fragrant. A perfect white Rose.

MME. JULES BOUCHE. White with bluish tints in center, and without question one of the best white ever-blooming bedding Roses yet introduced. The flowers are large, quite double and fragrant. A vigorous grower and very free flowering.

TWO-TONED

CONDESA DE SASTAGO. Cupped flowers of fiery copper inside and rich gold on the reverse. Enticing Raspberry fragrance. Healthy and upright in growth.

DUQUESA DE PENARANDA. Large double flowers of cinnamon-peach color; fragrant. Strong, upright plants with attractive foliage. The autumn bloom is especially fine. A wonderful Rose that should be in every garden.

HINRICH GADE. A brilliant, fragrant Rose with long, pointed buds of a rich luminous vermilion shade with gold which open to large, double, orange-yellow flowers flushed with Nasturtium-red. A spectacular Rose with excellent foliage.

MME. JOSEPH PERRAUD. Long, slender buds with Nasturtium-orange, opening to sweetly fragrant flowers of Nasturtium-buff, with a hint of pale pink at the petal edges. Has received many awards.

PRESIDENT HERBERT HOOVER. Large flowers of flaming scarlet and yellow in the bud, opening to soft creamy yellow with scarlet markings. One of the most satisfactory garden Roses. Unusual growth, free blooming, especially in the autumn. Rich fragrance.

Above Tried and Tested Rose Group

STRONG 2-YEAR PLANTS

\$1.00 each 10 for \$9.50
100 for \$90.00

For Post, Packing and Insurance on All Roses, Add 5c Per Plant

PLANTING
INSTRUCTIONS
Will Be Included
With Each Order

14 Outstanding Patented Roses

Many of the finest of the new Roses are being patented. This naturally regulates, to a large extent, their propagation, description and sale. We are privileged to distribute these Roses and use the greatest diligence to see that they reach you in prime condition. However, we cannot be held responsible for their behavior or other things beyond our control.

PINK

Mary Margaret McBride. (Pat. No. 537.) The double, high-centered blooms are a clear, deep, coral-pink suffused with gold at the base—very beautiful at all stages. Vigorous growth, reaching to 2½ feet; foliage smooth, leathery, dark green. A new continuous bloomer of outstanding merit. \$1.50 each; \$3.75 for 3.

Santa Anita. (Pat. No. 539.) An outstanding pink Rose. Perfectly formed long pointed buds unfold into glorious flowers of crystal clear peach-blossom-pink. \$1.25 each; 3 for \$3.45.

Tallyho. (Patent Applied For.) A lovely old-rose shade which is entirely new to Roses. The color on the inside of the petals is a varying but always a delightful and unique shade of pink. The outside of the petals is a rich crimson. The buds, before they unfold are deep cardinal-red. The buds are ovoid in shape, opening to flowers with a spicy fragrance. They are very large when fully open, of perfect form and last exceedingly well. A. A. R. S. award for 1949. \$2.50 each; 3 for \$6.25.

RED

Crimson Glory. (Patent No. 105.) Glorious crimson flowers, shaded deep red and mellowed by a velvety nap, with wonderful fragrance, are borne continuously on strong, healthy plants about 2½ feet tall. In the few years since its introduction, Crimson Glory has become a prime favorite, for its magnificent color and deeply satisfying fragrance make it the ideal Rose. \$1.50 each; \$3.75 for 3.

Mirandy. (Patent No. 632.) Another winner in the All-America Rose Selections for 1945. A strong, free-branching plant producing large, long-pointed, ovoid buds of maroon-red. Blooms very double and delightfully fragrant. \$1.50 each; 3 for \$3.75.

Nocturne. (Patent No. 713.) Grand, streamlined buds of cardinal-red with exciting darker shades. Large, fragrant flowers with richly textured petals and a vigorous plant. A New All-America Rose Selection which seems destined to take its place among the best. \$2.00 each; 3 for \$5.00.

Rubaiyat. (Patent No. 758.) This spectacular 1947 All-America Award winner has graceful, long shapely buds and a wealth of old-rose fragrance. The shining, very bright cerise-red color in the heart of the half-open bloom is accentuated by the reverse of the petals, which is several shades lighter. Extra-large flowers are borne in profusion on long, upright stems. The plant is tall and vigorous with luxuriant dark green foliage. \$1.50 each.

TWO-TONED

Diamond Jubilee. (P. A. F.) Warm glowing buff-orange with a radiant sparkle from a touch of orange-yellow at base of each petal. The large, stately flowers are fully double and well centered. Flowers last exceptionally well either on the bush or when cut. A constant bloomer and very desirable. \$2.00 each; 3 for \$5.00.

Forty-Niner. (Patent No. 792.) This brilliantly hued bicolor is on A. A. R. S. for 1949. Its contrasting colors are startling in their brilliance, and yet they blend together beautifully. Inside of petals is a vivid-oriental red, while the outside is a chrome-yellow, changing to straw-yellow. Colors are lasting and bright. The long bud opens to a well-shaped bloom of 25 to 40 petals, mildly fragrant. \$2.50 each; 3 for \$6.25.

Horace McFarland. (Patent No. 730.) Named in honor of the late Dr. J. Horace McFarland. An upright growing, vigorous plant producing an abundance of large, deep apricot, ovoid buds opening to beautifully formed, buff-salmon, spicily scented blooms of 45 petals. All-America Rose Selection. An exhibition Rose. \$1.50 each; 3 for \$3.75.

Mme. Henri Guillot. (Patent No. 337.) This outstanding beauty has no rival in form or color. The artistic, long unshaped buds open to 20-petaled flowers, 4½ inches across, watermelon to raspberry-pink color with golden base. \$1.50 each; 3 for \$3.75.

Taffeta. (Pat. No. 716.) Long, pointed buds of rich carmine-rose, softened to a salmon or apricot at the base. As it expands they usually change to a Begonia-rose. Plant upright with long stems for cutting. \$2.00 each; 3 for \$5.00.

YELLOW

Eclipse. (Pat. No. 172.) The very long, slender, stream-lined, yellow buds open to loose flowers with 25 to 30 golden yellow petals which hold their color well. \$1.35 each; \$3.40 for 3.

Peace. (Pat. No. 591.) Again a love ovoid, golden yellow buds, etched with tuff, cupped canary-yellow to cream size. The fragrance is as delicate as the plant is vigorous, and hardy disease-resistant foliage. "This Rose in every garden as a living symbol of toward men." \$2.00 each; \$5.00 for 3.

ROSE SPRAYS

CLOTRACIDE

An economical spray for Roses, etc. Contains powerful insecticides and fungicides. Easily mixed and applied. We recommend it.

Small Size (makes 5 gals.)\$0.75
Medium Size (makes 10 gals.) 1.25
Large Size (makes 20 gals.) 2.00

TRI-GEN—COMBINED SPRAY

Complete Protection Against Plant Insects and Diseases. One of the most complete and satisfactory sprays for Roses. Controls leaf spot, mildew and insects. Nationally advertised and used.

A—Small Kit (makes 16 gals.)\$ 2.25
B—Medium Kit (makes 64 gals.) 6.00
C—Large Kit (makes 32 gals.) 9.00
D—Estate Kit (makes 128 gals.) 30.00

TRI-O-GEN DUST. Contains ingredients to control both chewing and sucking insects as well as mildew, black spot and certain blights. (This is for those who would rather "dust" than "spray.")

1 lb.\$0.85
5 lbs. 3.50

For Post and Insurance, add 10 per cent.

CLIMBING ROSES

Strong, 2-year plants: \$1.00 each; 10 for \$9.50. Except as Noted.

PINK

CLIMBING AMERICAN BEAUTY. Extremely beautiful light crimson; buds and flowers very fragrant.

DR. NICHOLAS. (Patent No. 457.) Everblooming Pillar Rose. The flowers are large, 4 to 5 inches across, with 50 petals, of rose-pink color with lovely fragrance. Magnificent clusters, three or four to a long strong stem. \$1.50 each.

DR. W. VAN FLEET. Large flowers of exquisite flesh-pink, on long stems. Outstanding large flowered climber.

MARY WALLACE. Large, clear brilliant pink flowers. Fine for cutting.

NEW DAWN. (Patent No. 1.) An everblooming Dr. W. Van Fleet with the most lovely flesh-pink blossoms. Long stems, pointed buds. \$1.50 each.

WHITE

SILVER MOON. Semi-double white flowers. The showy yellow stamens make it doubly attractive.

RED

FLASH. (Patent No. 396.) An early blooming Pillar Rose whose buds are yellow with a scarlet suffusion. They open to gleaming scarlet blossoms with the under side of the petals a light yellow. \$1.25 each; 3 for \$3.35.

PAUL'S SCARLET CLIMBER. Vivid scarlet-red that can be "seen a mile." Holds its color.

THOR. (Patent No. 387.) Brilliant scarlet-red. The extra large blossoms are slow in opening, perfectly formed and sometimes measure 4 to 5 inches across. Come on rather stiff spurs 12 to 18 inches. Horvath creation, and one of the finest scarlet Roses introduced to date. \$2.50 each.

YELLOW

GARDENIA. Buds rich creamy yellow, opening to pleasing yellow that fades to cream.

GOLD RUSH. A vigorous climber, producing masses of handsome yellow flowers; has nice foliage and unlike most other hardy climbers, it will produce flowers on its new growth for the season. An outstanding Rose. \$1.50 each.

FLORIBUNDAS

Floribundas may be best recognized and described as large Polyanthas, both as to size of blossoms and height of bush. They are vigorous, free flowering and can be used for bedding, edging or as small shrubs in landscape designing. Becoming more and more popular.

\$1.00 each; 10 for \$9.50.

BETTY PRIOR. (Patent No. 340.) Exquisite, single, light pink blossoms resembling a Dogwood. \$1.00 each.

CHATTER. (Patent No. 739.) Unusually bright crimson, generous flower clusters, continuously in bloom. The velvety petals, 2½ to 3 inches across, make a constant show in the garden, border or Rose bed. Chatter has all the finest qualities of the Floribunda, plus this grand new dancing crimson and a delicate old rose fragrance. \$1.25 each.

CHEER. (Patent Applied For.) Ovoid buds are orange-pink to red, opening to large blossoms, about four inches, and in large clusters. Sweet fragrance and prolific bloomer. This new Rose will bring a cherry, warm glow to your garden. \$1.25 each.

FLORADORA. (Patent Pending.) The gayest Floribunda of them all. Brilliant crimson buds, touched with scarlet and geranium. Prolific and continuous bloomer and attractive for cutting. \$1.50 each.

GOLDLOCKS. (Patent No. 672.) Rich, golden yellow, buds shaped like Hybrid Teas open to very double blossoms up to 3 inches across. This new, bright, cheery Floribunda will be an addition to any garden. The best yellow Floribunda ever originated. \$1.50 each.

SHRUB ROSES

HUGONIS. ("Golden Rose of China.") The finest shrub Rose known. Blooms in May, its arching branches covered to the tips with single, yellow, cup-shaped flowers. Unsurpassed for mass effects and in the shrub border.

MAX GRAF. A clear pink, single Rose, much used to cover banks, walls and embankments. Belongs to the Rugosa family and is hardy.

For Post, Packing and Insurance on all Roses, add 5c per plant.

FOR POST, PACKING AND INSURANCE ON ALL ROSES Add 5c Per Plant



Floribunda Rose, Cheer



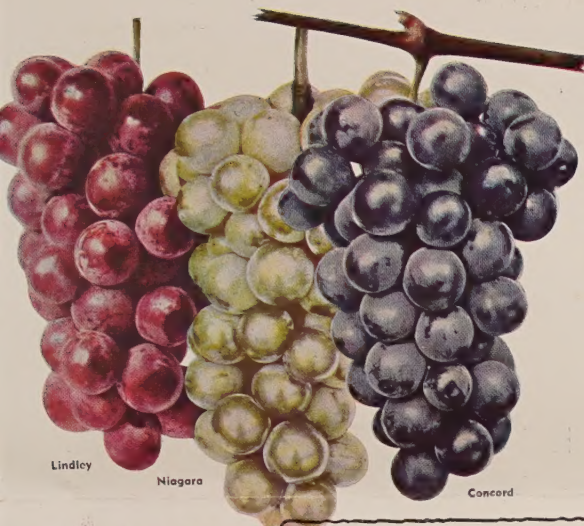
Floribunda Rose, Goldlocks



Peace

Tallyho

Eclipse



Grow Your Own Fruit



The First Crop Frequently Pays for Cost of Plants

Tastes Better • Costs Less • Makes You More Independent

GRAPES

The most reliable of all fruits. If properly planted, trained and pruned, will last a lifetime. Select a location away from large trees and where they can remain for years. Varieties offered have been tested and proved satisfactory for this section.

Black Grapes

Concord. Best all-around Grape.

Fredonia. New. Mid-season. Excellent.

Moore's Early. Best early black.

Sheridan. A late improved Concord.

Red Grapes

Caco. Medium size. Excellent quality.

Catawba. Best late.

Lindley. Delicious. Mid-season.

Lurie. Best early. Sweet and juicy.

White Grapes

Niagara. Best white.

Portland. Best early white.

Any of Above Grapes: Strong, 2-year vines, 35c each; \$1.50 for 5; \$10.00 for 50.

FOR POSTAGE, PACKING AND INSURANCE, ADD 10%

CURRENTS

RED LAKE. By far the most productive of the many kinds we have tested. Color a brilliant red; large berries borne in long clusters along the stems; quality excellent. The white varieties have proved worthless in this climate. Each 50c; 3 for \$1.35; 10 for \$4.00.

For Postage, Packing and Insurance, add 10 per cent.

Gooseberries

DOWNING. Fruit almost round, large, and juicy; best quality; whitish green color. Does especially well in the North.

HOUGHTON. Round, medium size, dark red when ripe; juicy, sweet. Thin smooth skin. Bush is hardy, very productive, free from mildew, and the best for general purposes in this section.

PRICES OF GOOSEBERRIES: Each 3 10
Either variety\$0.50 \$1.35 \$4.00

DEWBERRIES

We consider Lucretia the best Dewberry, making a very vigorous growth and fruiting early. The berries are large, jet-black, and of fine flavor. May be allowed to develop on the ground or trained, in either case producing large crops.

12 for \$1.25; 25 for \$2.00; 100 for \$6.00.

RASPBERRIES

Should be in every home garden. Require limited space and produce an abundance of the finest fruit. Set 2 feet apart; rows 4 1/2 to 5 feet apart. 50 to 100 plants for ordinary family. We have tested almost all kinds and offer the best.

CUMBERLAND. Best black 12 25 100
LATHAM. Red; standard 1.25 2.00 6.00
SUNRISE. New outstanding red 1.25 2.00 6.00
INDIAN SUMMER. New everbearing 1.25 2.00 6.00

For Postage, Packing and Insurance Add 10 per cent.
Quotations on larger quantities.

BLACKBERRIES

Though thorny and requiring more space, they are desirable in every large garden. Plant 2 feet apart in rows 5 to 6 feet apart. 25 to 50 plants for ordinary family. You will be pleased with the kind we offer.

Alfred. Large, jet-black, juicy, late. 12 for \$1.25; 25 for \$2.00; 100 for \$6.00.

Early Harvest. Early. Medium size. Prolific. We like it best. 12 for \$1.25; 25 for \$2.00; 100 for \$6.00.

For Postage and Insurance, add 10 per cent.

Fruit Trees by Post

For Post, Packing and Insurance, within 300 miles of Lexington, add 10% on 3 to 4 and 4 to 5 ft. trees.

Order 5 to 6 ft. trees by Express, Truck or Freight as length prohibits sending by Post. Please give positive shipping instructions.



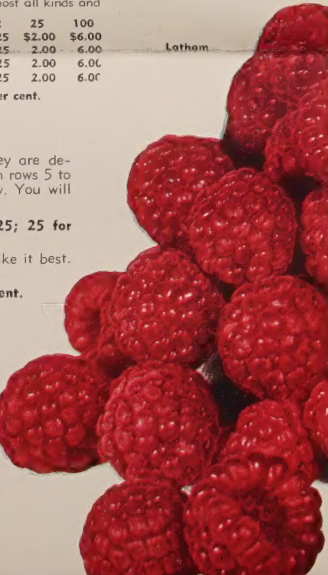
ASPARAGUS

WASHINGTON. This is the best known variety. It is a strong grower, producing stocks of large size and of finest quality. The fact that it is rust-resistant makes it the ideal Asparagus for all. Our plants, produced on heavy soil, are superior to the little seedlings grown in sand. Every plant is graded and are large, fleshy roots that, with proper care, will be ready to cut the second year. Our plants will grow off much better than imported plants.

Strong, 2-yr. 25 50 100
plants\$1.50 \$2.50 \$4.00
Ask for prices on larger quantities.
For Postage, Packing and Insurance, Add 10 per cent.



Red Lake Currants



Latham

STRAWBERRIES

We grow and sell the kinds which do best in Kentucky. Use Hillenmeyer's Tried and Tested Plants. All varieties listed are perfect flowering.

PREMIER

One of the most popular Strawberries ever introduced. Good plant maker, frost resistant and prolific. The bright red berries are large, bluntly conical, of good quality and hold up in size to the very end if the season is favorable. The leading berry for market or home. No variety ever tested has been so deservedly popular and we recommend it as the best early and midseason kind.

BLAKEMORE

Ripens a few days before Premier. Berries light red, conical and will remain firm a few days after ripening. Excellent for commercial or home use. Productive, good plant maker, and does well on rather poor soil. Our plants are the yellows-free strain. Plant Blakemore for profit.

CATSKILL

An outstanding midseason variety of high quality which is rapidly growing in popularity. Bright red. Excellent for home use.

FAIRFAX

Of highest quality and ripens about a week after Premier. Berries bluntly conical, dull red, yellow or greenish seed and dark red flesh. Juicy, firm and a fine home berry.

GANDY

Still the best late berry. Robust plants with fruit on strong stems. Blooms exceedingly late and thus frequently misleads. Conical berries with large caps, firm and rather acid. Excellent for preserving, canning or shipping. Prefers a moist clay soil.

PRICES OF STRAWBERRIES

(Except as Noted)

100 plants	\$2.00
200 plants	3.80
300 plants	5.40
400 plants	6.80
500 plants	8.00
500 to 1,000 plants	\$ 1.50 per 100
1,100 to 3,000 plants	12.00 per 1000
3,100 to 5,000 plants	10.00 per 1000
5,100 to 10,000 plants	9.00 per 1000
11,000 to 25,000 plants	8.00 per 1000

Our prices permit you to make a selection of any variety listed. This is important when comparing prices.

For Post, Packing and Insurance, Add 10c per 100.



Premier

Cultural Directions for Strawberries

WHEN PLANTS ARE RECEIVED. Plant at once if possible. If season is not favorable put in cool, moist place, BUT DO NOT WATER UNTIL PLANTED. They also may be unpacked and trenched in open ground.

WHEN TO PLANT. Late in March or April is the chosen time. Fall planting usually results in a complete failure.

SOIL. Strawberries respond to good soil and you should choose a fertile location. However, do not plant immediately after turning under sod, as white grubs invariably cause trouble. Prepare the ground very thoroughly.

DISTANCE TO PLANT. The rows should be three and a half to four feet apart and the plants set about eighteen inches in the row. It requires about 7000 plants per acre.

CULTIVATION. During the summer keep the ground constantly stirred and free of weeds. Moisture preservation by dust mulch will conserve the vitality of your plants and produce a fine matted row. Keep the hoe and cultivator busy.

MULCHING. Protect by mulching with clean straw in fall or early winter after the ground is frozen. Do not apply too heavily, as this smothers the plants. Leave on during the fruiting season, as it conserves moisture and keeps the berries clean.

AFTER FRUITING. Immediately plow or mow the original row to about 12 to 15 inches. Thoroughly cultivate the middle so as to give the new plants a chance to get established. Repeat the second year. We do not advise keeping beds more than two or three years.

FAMILY REQUIREMENTS. About three hundred, five hundred, or a thousand plants are required for a small, medium or large family.

SELECTION OF VARIETIES. We shall be glad to make selections of suitable varieties if you want to leave this to us.

HOW TO PLANT STRAWBERRIES



Too Deep

Too Shallow

Just Right

Hillenmeyer's Famous Kentucky Blue Grass

BLUE GRASS

Here in the heart of the famed Blue Grass Section of Kentucky, the best seed in the world is produced. Hillenmeyer Seed is of the highest quality, both as to purity and germination. Do not sow light, chaffy material of weak germination and carrying many noxious weed seeds. Why gamble with poor seed? Plant the best.

SUNNY LAWN MIXTURE

For sowing new lawns or where you have a thin stand we recommend our Special Lawn Mixture. This consists of Blue Grass, White Clover, and other varieties for quick effect.

SHADY LAWN MIXTURE

A scientific mixture of grasses to be used in shady locations on which the sun does not shine more than 4 or 5 hours per day.

Sow 2 to 3 lbs. to 1000 sq. ft. on thin lawn, 4 to 6 lbs. to 1000 sq. ft. on new lawn.

	1 lb.	3 lbs.	10 lbs.	
Blue Grass	\$0.90	\$2.60	\$8.50
Shady Lawn Mixture90	2.60	8.50
Sunny Lawn Mixture95	2.75	9.00
Postage or Prepaid Express, add 5c per pound.				
			Ask for	Prices on
			Quantity	Lots

